

# **Parking Pricing Committee**

## **Report and Recommendations**

**MARCH 2005**  
**(DRAFT VERSION 3/1/05)**

# **Parking Pricing Committee**

## **Draft Report**

### **Background:**

In response to citizen concerns about parking issues, Mayor Ellen O. Moyer set up a committee to make recommendations on specific pricing matters at city garages and meters. The committee met regularly November 2004 through February 2005.

### **Mission of the Parking Pricing Committee:**

- Examine rate structures in the City's parking garages.
- Examine on-street parking fees related to meter parking.
- Consider alternatives to parking meters.
- Examine innovative garage and meter parking programs in cities similar to Annapolis

### **Committee Membership and Attendees:**

The committee comprised representatives of resident, business and institutional constituencies, with municipal staff providing technical information and support:

Charles Weikel, Chair

Lee Aube, Ward One Residents Association (WORA) Board

Larry Beiderman, Annapolis Business Association (ABA) President

Jerry Hardesty, ABA Member

Liz Finkle, WORA member

Jib Edwards, Transportation Board Chair, Murray Hill Residents Association member

Bevin Buchheister, WORA Board,

Mark Pipkin, WORA Board, Green Street Neighbors Association President

Bruce Chance, ABA Member

Jim Martin, Inner West Street (IWS) President

Brian Callahan, IWS member

#### *Staff Support:*

Danielle Matland, Director of Transportation

#### *Other City Staff:*

Emory Harrison, Central Services Director

Mike Miron, Economic Development

Captain Barbara Hopkins, APD

To initiate the committee meetings, Mayor Moyer addressed the group about the Master Transportation Plan, the Comprehensive Transportation Plan, and other recent parking initiatives. Committee discussion determined related matters such as increasing shuttle services, wayfaring (sign) program, and the relationship between off-street parking fees and transit services.

It became apparent that it would be necessary to examine some selected issues that have a substantial and direct impact on the operation of garage and meter price structures. These issues were very limited in number and took the form of either innovative programs and ideas or direct recommendations for efficient garage operations.

The committee coordinated with community organizations and various parking interest groups to determine user needs. Throughout the process, the guiding principles set in the Ward One Sector Study, DAPTAC, Transition Team Report, Comprehensive Transportation Plan, and the upcoming Master Transportation Plan.

The committee was also very careful to close coordinate with the pending Master Transportation Plan in both its strategic implications and specific proposals. Although this plan has not been released publicly, both Master Transportation Plan planners and the committee ‘dovetailed’ our recommendations in harmony with each other’s goals and objectives.

### **Guiding Principles:**

Preliminary analysis of the present parking rates indicated that there was no fully justifiable structure to pricing and pricing structure and that they had not been adjusted in ten to twenty years. Using the comprehensive plans and prior studies as a guide, simple pricing principles were determined and approved by all committee members. These principles can be viewed as the implementation of the various parking and transportation studies commissioned by the city over a long period of time, up to and including the pending Master Transportation Plan.

- Parking is a scarce commodity; in the short-term we cannot significantly increase the supply of spaces.
- Pricing should be determined based on *location* and *time of use*.
- Garages and meters should be operated for the maximum benefit of the community (not necessarily profit maximizing).
- Revenues from parking should be devoted to core transportation and transit operations.
- Once appropriately established, parking pricing should be maintained in constant real dollar terms (e.g., regularly adjusted for inflation).
- Priority for parking in residential areas should be for residents, and in business areas for business use.
- Effective enforcement is key to preventing abuse, especially in residential areas.

## **RECOMMENDATIONS**

### **Off-street Parking Facilities:**

Adjust the hourly and monthly rates to reflect the effects of inflation since they were last adjusted, 1985 and 1996 respectively, and to reflect the parking facility's distance from the highest demand area.

		<u>RECOMMENDED</u>			
	<u>Current</u>	<u>Hillman</u>	<u>Gotts</u>	<u>Knighton</u>	
<i>Hourly Program:</i>					
Hourly Rate	\$1.00	\$ 1.25	\$ 1.25	\$ 1.00	
Max Charge	\$8.00	\$10.00	\$10.00	\$10.00	
<i>Monthly Passes:</i>					
Full Access	\$100	\$125	\$125	\$100	
7a.m. -7pm Weekday	\$ 80	\$105	\$105	\$ 80	
	<u>Current</u>	<u>Recommended</u>			
<i>Garage Discount Programs:</i>					
Special:	4p.m. - 6 a.m.	4 p.m. – 8 a.m.			
Sunday Morning:	Free w/church pass	Free to all 6:00 a.m. to 1:00 p.m.			
1 <sup>st</sup> . Hour Free:	1 <sup>st</sup> . hour free.	2 hours free for Annapolis residents.			
All Other Programs:	Unchanged.				
<i>Larkin St. Lot:</i>					
Full Access	\$80	\$80 – Full access.			
		\$40 (new) – 5p.m. to 7a.m. space available permit			
<i>South St Lot:</i>					
	Same as new Hillman rates (\$1.25/hour)				

### **On-Street Parking - - Meters:**

On-street meters are intended to provide short-term parking for customers making quick trips into storefronts. In high demand areas, employees predominantly monopolize meters. Not only should the rates be raised to reflect both inflation and their premium location, but also the duration could be reduced to encourage turnover (see Recommendations)<sup>1</sup> Times and rules elsewhere to remain unchanged until the future full implementation of Pay & Display at which time on-street parking rates and times should be reexamined.

	<b><u>Current</u></b>	<b><u>Recommended</u></b>
<i>Hourly Rate:</i>	\$0.50/hr	\$1.00/hour

<sup>1</sup> – The 1995 DAPTAC study recommended incrementally raising meter fees to \$1.00/hr (in 1995 dollars). Meter fees were actually raised to \$.75 / hour and then dropped back to \$.50 / hour again.

## **OTHER RECOMMENDATIONS**

The Committee was tasked to examine innovative garage and meter programs in other cities that might be applicable to Annapolis. Additionally, we also addressed issues that might feel a direct and substantive impact as a result of changing price and price structures in garages and meters.

1. **Pay & Display:** be implemented as soon as practical in Annapolis. The Pay and Display kiosks dispense tickets for display within or on vehicle windshields. These should be ideally deployed to upper Main Street, West Street and Maryland Avenue as well as at City Dock and Susan Campbell Park. Once implemented, defined parking ‘spaces’ are eliminated, creating more parking spaces. Pay & Display pricing can be set not only by location but also by time of day or week. In the future, Pay & Display would allow the pricing for street spaces to be more closely tied to demand.
2. **Meter Times:** Times and rules of operation of meters should continue to be evaluated to maximize turnover while limiting the impact to surround residential streets and businesses. Interspersing shorter duration meters with longer duration meters to accommodate different customer needs might be one solution. The areas most likely to benefit from such a reevaluation include Main Street, Maryland Avenue and West Street.
3. **Use of Marginal Revenue:** Additional revenues generated from garages (and eventually meters) to be used for improvements in the downtown shuttle and transit system. A matter of fiscal discipline and common sense, these resources generated from price changes can find some more comprehensive improvements to the overall transportation plan.
4. **Residential Parking Enforcement:** Enforcement of parking laws is key to ensuring that changes to garage and meter rates do not adversely affect parking in residential neighborhoods. APD Parking Enforcement believes that the reduction in hours for meters provides additional man-hours for later evening enforcement of residential parking. This is key since evening enforcement is critical for residents returning home at the end of the workday. The Committee feels that this resource, reallocated into residential areas, will be sufficient to limit ‘spillover’ effects.
5. **Annual Adjustments for Inflation:** Garage, lot and parking fees, were not adjusted for ten to twenty years. Small incremental changes are easier to implement than dramatic increases. The city garage and meter management must make adjustments for inflation to all garage and meter rates in the fee schedules on an annual basis.
6. **Park and Shop Support:** It has been noted anecdotally that there may be a potential for ‘abuse’ of the Park and Shop Program, primarily employees using coupons. The ABA must carefully monitor the use of this program with its members.
7. **Oversight and Review:** The current ad hoc Parking Pricing Committee will continue to meet quarterly and review garage, meter operations, and pricing structures making recommendations to the Mayor, City Managers, and City Council as necessary.
8. **Management:** All parking functions should be under the supervision of a single parking management position. This position would be responsible for oversight and coordination of Parking facilities, residential parking programs, and parking enforcement. Accurate tracking of use and abuse will enable the city to better manage

its parking resources.

9. **Signage and Information:** Annapolis needs a dynamic parking information system similar to those in other cities or airports. (An excellent example of a garage based dynamic system is at BWI Airport.) When entering into the city, motorists should be directed to open parking opportunities and given accurate price/distance-based decisions on where to garage. The city should work with the State of Maryland and the US Department of Transportation to facilitate the analysis and implementation of such a system.

10. **Fringe Parking:** The committee recommends closer cooperation with NAAA Stadium parking or other possible locales such as Parole. This is important in creating a smoother, comprehensive parking system in the city. For example, it is our understanding that the NAAA is considering implementing an employee discount-parking program.

## **RECOMMENDATIONS TO GARAGE MANAGEMENT**

Residents, business owners, employees, customers (new and old), and visitors often need parking which is more than an hour in duration but less than an eight-hour period. Providing this parking is a key role of the garage in the parking scheme. To fulfill that role, the garage must have an optimal number of hourly-priced turnover spaces available. Turnover spaces can accommodate up to seven cars per day as opposed to a single all-day monthly parker. It is also important to note that it is financially best for the city to maintain a larger number of turnover (hourly) spaces.

Evaluation of the actual use of the Hillman and Gotts Garages clearly indicates that all-day parkers hold an excessive number of spaces. The committee found that for garage operation to be optimal, a 60% - 40% balance is needed between monthly and hourly parkers in the Mid Atlantic Region. Today, monthly permits consume almost 80% of Gotts and Hillman spaces.

The proposed rate increases will ease the situation but may not solve this issue, as the proposed rates may not shift parking behavior sufficiently. The committee has made specific recommendations on a methodology to reach a more optimal balance in all garages. For Hillman and Gotts garages, this would require limiting the issuance of new monthly permits except to current permit holders until 100 additional turnover spaces are opened at each garage. For Knighton Garage, monthly permits should be issued at a relatively low percentage and never be permitted to rise above the 60% - 40% optimal balance.

### **Non-Transferability of Monthly Permits:**

Monthly parking permits are supposed to be non-transferable; this is clearly stated on the monthly permit form. The committee has found a number of occasions where permits were either knowingly or effectively transferred between individuals and institutions. This practice is counter to good garage management. There is currently a four to six year waiting period for parking permits. Transferring permits extends the waiting period, reduces the number of turnover (hourly) spaces, and reduces the city's income from the garages. A moratorium on new permits, combined with prevention of transfers, should be implemented until sixty-six monthly spaces have been returned to turnover use.

City staff and management should stop the 'institutionalization' of permits. This is the practice of allowing a business or an institution to transfer the registration of an individual's permit into a permit held by that institution. This will create a situation where businesses and institutions hold a large number of permits. City staff and management should crosscheck their monthly permit registrations with monthly permit issuances. In instances where the "user" of the permit is not the "registrant" of the permit, permits should be reviewed for revocation.

### **Reduce City Use of Hillman Garage:**

It is a key goal to reduce long-term parkers in Hillman. One-third of all long-term parkers are City of Annapolis users – approximately 100 spaces. City staff should consider actions that can immediately reduce long-term city usage of Hillman by 33 spaces.

- Assignment of new city employees to NAAA Stadium.
- Review of vehicle needs with reassignment to the Recreation Center or NAAA Stadium where possible.
- Encourage car-pooling and ride-sharing among city employees

### **Addition of Monthly Parking Program at Knighton:**

Allow 50 to 75 monthly permit spaces at Knighton once the council approves the monthly fee structure. City garage management must reevaluate the optimal level of monthly parkers in two years. Under no circumstances should the level of monthly parkers at Knighton be allowed to exceed 60% of capacity.

### **Reserve Requirement:**

There currently is a reserve placed on spaces in Hillman and Gotts to ensure monthly permit holders always have a space regardless of current demand. This creates up to twenty-five unused spaces at peak demand times. Garage management must aggressively manage this reserve requirement downward – responding dynamically to current conditions in the garage. This will open additional spaces at peak times.

### **Discount Programs:**

City staff and garage management should monitor high frequency users of the program. (same individual, same times, different days). If parking attendants observe ‘repeats’, then those individuals should be monitored and identifying information garnered (e.g., fill out a form) prior to exiting the garage with the discount. Individuals or businesses abusing the program should have their rights to use it revoked.

### **Garage Software & Systems:**

The management of the reserve for monthly permit requirements is done manually. This often causes less than optimal numbers of vehicles to be allowed into the garage during peak demand periods. City garage management should analyze software and systems improvement to Gotts and Hillman to bring these systems to a level of current technology.